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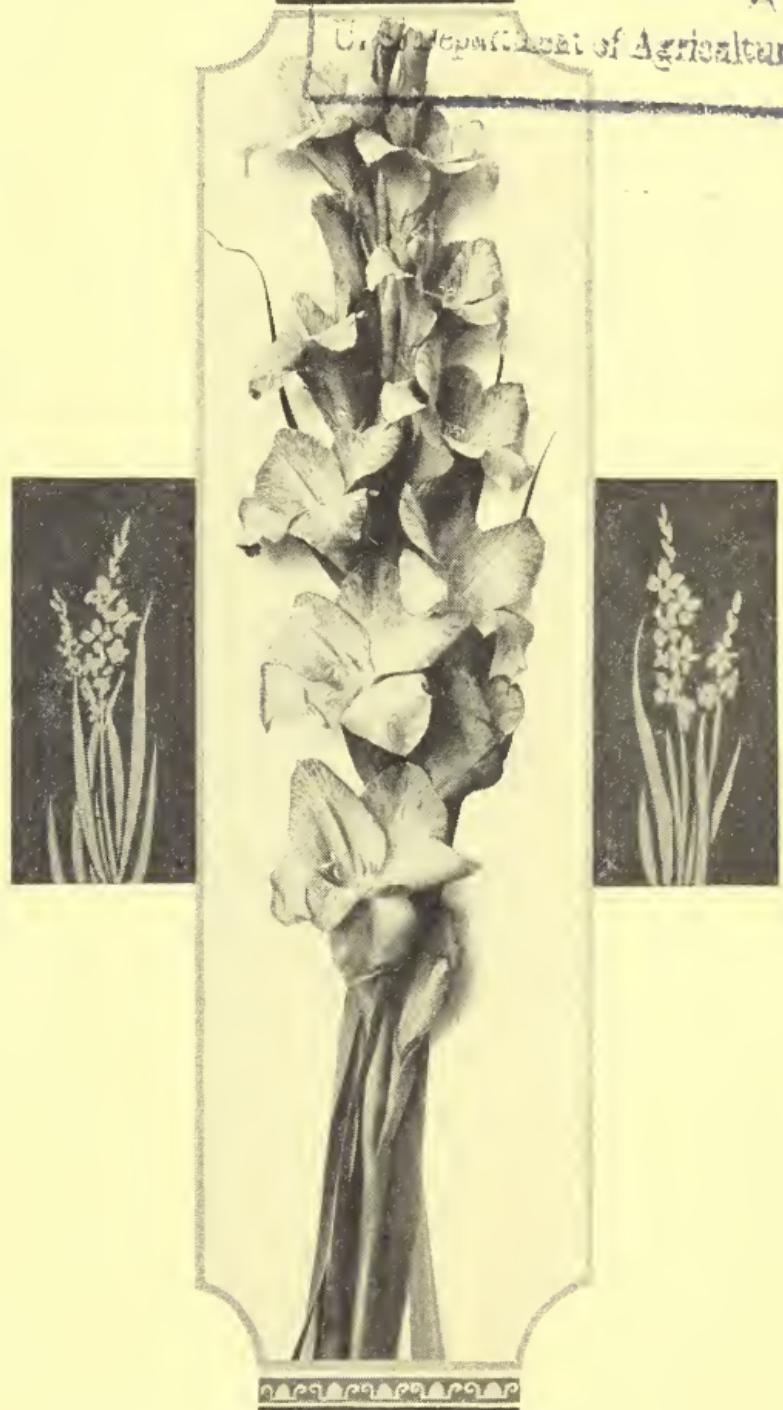


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# "Flowerland" Gladiolus

U. S. DEPARTMENT OF AGRICULTURE  
REGISTRATION  
JAN 16 1931 \*

U. S. Department of Agriculture,



Paul J. Howard's  
HORTICULTURAL ESTABLISHMENT  
250 South La Brea Avenue  
LOS ANGELES

# ROSES

Our splendid two-year old, budded field grown roses will be ready for delivery on January 1st. We have over 175 splendid varieties including many gorgeous novelties and selected better known varieties.



These bushes will be delivered in dormant condition during January, February, and the early part of March, which is an ideal period for planting them, as they will make excellent growth, immediately upon proper planting, and will furnish an abundance of beautiful flowers this spring.

Our descriptive list will be ready for distribution in a few days. We will be pleased to mail you a copy. It describes many new roses offered for the first time in America.

# GLADIOLUS

## The Universal Flower

Gladioli thrive in ordinarily good garden soil where plenty of sunshine and moisture are provided. Prepare a bed of loose loam by spading ten to twelve inches deep, plant the bulbs four inches deep and mulch with well rotted manure, or tobacco-stem fertilizer. The soil should be kept moist continually but care must be taken not to over-water. It is also well to stake with light garden stakes, as the flower spikes are quite heavy.

Bulbs should be planted at regular intervals, beginning early in autumn and continuing through spring. By planting this way, you will be supplied with flowers continually.

Our bulbs are extra large, and will produce the largest spikes of bloom possible. You will find in the following list the colors you desire, and we have selected varieties noted for their strong growth, free blooming qualities, size of spikes and purity of color, and have included several novelties that have proved very desirable and distinct.

### GLADIOLUS BULBS

Choice collections, at very low prices.

#### GROUP NO. 1

Price 50c per dozen, \$3.50 per 100.

**Alice Tiplady.** A beautiful new and distinct color, rich orange-saffron. The strong, slender flower spikes are very graceful.

**Dorothy Wheeler.** Shrimp pink, overlaid and suffused peach-red. Very large flowers on a good spike.

**E. J. Shaylor.** The strong flower spikes are unusually long, completely covered with blossoms, to the tip. A beautiful deep rose pink.

**Halley.** Large open flowers of salmon pink.

**Mrs. Frank Pendleton.** One of the most popular of all gladiolus. Large size flowers of light rose, with deep crimson centers. Large sized blossoms, on tall stems.

**Myra. Primulinus type.** Good sized flowers, of deep salmon color.

**Prince of Wales.** Charming coral pink flowers, large and well placed on a long spike. The delicate coloring covers the whole flower, which is without throat markings.

**Rose Ash.** Large flowers of unique color, which is best described as ashes of roses.

**Rose Glory.** Large ruffled flowers of rich rose color.

**Virginia.** The most popular red gladiolus. The flower spikes are well developed, with large, perfect individual blossoms.

GROUP NO. 2

Price 75c per dozen; \$4.50 per 100.

**Carmen Sylva.** Large, pure snow white with faint pencilings in the throat.

**Crimson Glow.** Deep scarlet red, lighter in the throat. Extra large flowers on a long straight spike. One of the best scarlets.

**Herada.** A beautiful, clear, glistening mauve, with deeper markings in the throat. Immense blooms on tall straight spikes.

**Jack London.** A perfect gladiolus in every way, with long spikes of large flowers of a light salmon with vermillion stripes. The throat is canary yellow striped ruby.

**Los Angeles.** Coral pink with salmon tints, shading to lighter pink near the throat. Lower petals striped scarlet in center. A very free blooming variety and a valuable cut flower.

**Orange Prince.** A showy variety with wide open blossoms of a reddish salmon color.

**Salmon Beauty.** Very large; pure salmon, deeper in the throat.

**Souvenir.** Primulinus type. Very tall spikes filled with graceful blossoms of a pure bright golden yellow.

**Thos. T. Kent.** One of the largest varieties. Shell pink overlaid with strawberry, crimson streak on each petal.

GROUP NO. 3

Price \$1.00 per dozen; \$6.00 per 100.

**Bengal Tiger.** Brilliant deep orange, with dark throat. Very attractive.

**Byron L. Smith.** A most pleasing shade of lavender. The well formed blossoms are borne on good flower spikes.

**Dr. F. E. Bennett.** An exceptionally good red gladiolus. Deep peach red overlaid with flame scarlet. Lip speckled ruby and white, the whole giving an effect of brilliant fiery red. Flowers of great size.

**Early Sunrise.** A particularly good bright salmon. Extra large blossoms.

**Golden Measure.** A most beautiful clear, pure, yellow, overlaid with a golden sheen. Remarkable large spikes, with many huge flowers open at one time.

**Longfellow.** Large wide open flowers, well placed on good stems. Clear La France pink.

**Mrs. F. C. Peters.** Splendid long straight spikes filled with large blossoms of amaranth pink, with a rich purple blotch in the throat.

**Mrs. Leon Douglas.** A most deservedly popular variety. One of the largest grown, and a beautiful bright rose color, striped with flame and slightly speckled ruby.

**Myrtle.** One of the best pure pink glads; a delightful shade of delicate rose.

GROUP NO. 4

Price \$1.50 per dozen; \$9.00 per 100.

**American Beauty.** (Diener's). True American Beauty shade, with creamy blotch in throat. A great many blossoms open at one time.

**Gold Eagle.** One of the finest yellow gladiolus. A true pure yellow; vigorous grower, with tall graceful spikes.

**Orange Queen.** A splendid novelty, with large open flowers of a rich warm orange-apricot. A most desirable variety for baskets and vases.

**Purple Glory.** Large beautifully ruffled flowers of deep velvety maroon-purple, with almost black blotches. Exceedingly striking and handsome.

**W. H. Phipps.** Justly considered one of the best, all purpose varieties. Rich peach pink in color. The tall, heavy spikes bear as many as twenty buds, eight to twelve enormous flowers opening at one time.

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**The Orchid.** A distinctly new type of gladiolus in shape and coloring, the individual flowers resembling the Catteleya Orchid. It may be used in bouquets or corsages in the same manner as the orchid, with equally beautiful effect. In recent gladiolus shows this variety has been the outstanding attraction.

\$2.00 per dozen; \$12.50 per 100.

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## CANNAS

Cannas are extremely fine subjects for bedding, to produce a brilliant display of color, almost the year round. The tall, clean spikes are also very attractive in large vases. They should be planted in a sunny position, in rich soil and given a liberal supply of water. They are very attractive when planted in colored spots, in rich soil and placed in the patio, or other spots which need brightening with a splash of color.

This collection includes many splendid novelties, and the older varieties of exceptional merit. There are none better.

**Alfred Mauther.** Immense bright crimson-scarlet flowers.

**Allemannia.** Brilliant red flowers with a margin of golden yellow. 5 feet high.

**American Beauty.** Immense trusses of huge individual blossoms, of a beautiful shade of rich carmine rose. Height 5 feet.

**Austria.** Deep yellow, with faint scarlet dots on inner petals. 4½ feet.

### The new Double Transvaal Daisy

This new Gerbera is without doubt the most distinctive and valuable novelty that has been introduced in recent years. It is the result of much painstaking selection, to produce flowers of true double form and graceful beauty.

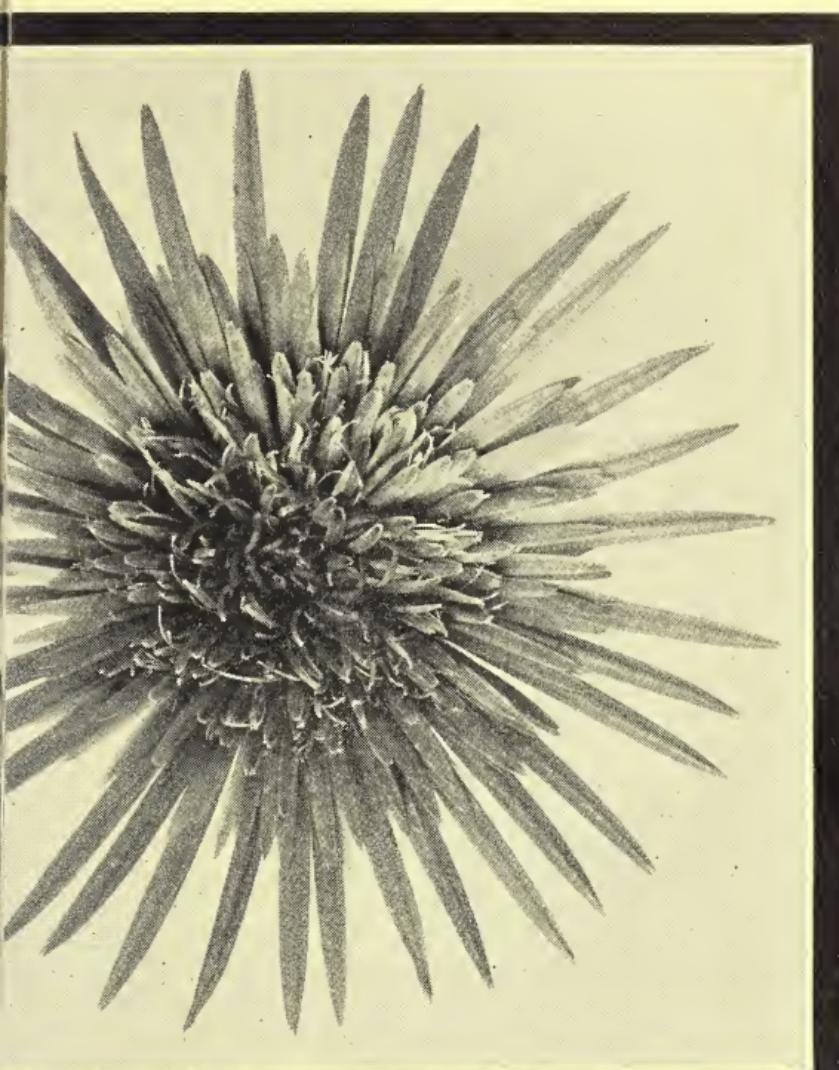
Probably no other flower has attracted so much favorable attention this year. Its value for cut flower purposes is evident; the stems are long, the petal formation is most artistic, and the colors are clear and beautiful, divided into two groups, light pink shades and dark pink shades, which include salmon.

The plant is perennial, and blooms throughout the year. They thrive best in a sunny place, in well drained, preferably sandy soil.

We are pleased to be able to offer strong field grown clumps, established in large pots, ready for immediate transplanting, at the special introductory price of

**\$1.00 each, \$10.00 per dozen.**





CANNAS—Continued

**City of Portland.** Beautiful clear rose-pink, with large trusses well above the bright green foliage. 3½ feet.

**Copper Giant.** An unusually clear and beautiful color; large flowers of a rich coppery orange-rose. 4 feet.

**Florence Vaughan.** Fine pure yellow. 4 feet.

**Fire Bird.** Intense brilliant scarlet blossoms of enormous size. Bright green foliage. One of the best. 4½ feet.

**Gladiator.** Deep yellow, freely dotted with red. 4½ feet.

**Golden Eagle.** The best of the clear yellow cannas, a clear golden color. Free blooming and very effective. 4 feet.

**Gustave Gumper.** Rich deep yellow, without spots or markings. 4½ feet.

**Hungaria.** Large pure pink flowers. Plant of splendid habit of growth, with rich dark green foliage. 4 feet

**King Humbert.** Intense scarlet, with bronze foliage. Very popular. 4½ feet.

**La France.** Large, clean flowers of an even shade of pure pink.

**Louis Cayeux.** Giant flowered, clear bright rosy scarlet, with a golden cast. A strikingly new color in cannas. 4 feet.

**Mary Thilow.** Like Mrs. A. Conard, with bronze foliage. 4 feet.

**Morning Glow.** Soft salmon pink with a golden cast. Very beautiful.

**Mrs. Alfred Conard.** Clear salmon pink; very free flowering. 4 feet.

**Mrs. Pierre S. Dupont.** A gorgeously beautiful canna of a vivid watermelon pink. The flowers are very large, in fine massive trusses. 4 feet.

**Olympe.** Rich carmine rose, shading lighter toward the center. Trusses very large. 5 feet.

**San Diego.** A distinct shade of burnt orange. The individual flowers are of immense size and beautifully clean. Light bronze foliage.

**Stuttgartia.** Orange scarlet, edged golden yellow, dotted with light scarlet. 4 feet.

**The President.** This great red canna possesses every desirable quality. Of immense size, unsurpassed vigor, brilliant color, and a free bloomer. Green foliage. 5 feet.

**Wyoming.** Bronze purple foliage, and massive spikes of deep orange flowers. 6 feet.

**Yellow King Humbert.** A sport from the most popular King Humbert. Bright yellow lightly spotted red. Green foliage. 4½ feet.

PRICES:

Strong root divisions, 15c each, \$1.50 per dozen, \$10.00 per 100. Large clumps, 35c each, \$3.50 per dozen.

# IRIS

## GERMAN IRIS

These are the hardy garden Irises, often called *Fleur d' lis* or *Flag Lilies*. They are easily grown, and delight in a rich, well drained soil, and copious watering.

**Alcazar.** A truly magnificent Iris. Stems of great length. Blossoms of enormous size. Color a wonderful combination of violet, purple and blue.

**Amas.** Handsome giant flowered form from Asia Minor. Standards rich blue. Falls violet.

**Archeveque.** A new Iris, the coloring of which is as unique as it is beautiful. Standards are a rich reddish purple. Falls dark velvety purple.

**Candelabre.** Violet and white, a most attractive flower, growing about 3 feet high.

**Caprice.** Standards rosy red. Falls a deeper shade with violet purple shadings.

**Caterina.** This is a most satisfactory and truly beautiful variety. Very tall, sturdy flower spikes, on which are surmounted large beautiful flowers. Standard clear lavender-blue. Falls soft light blue; very fragrant.

**Crimson King.** Everblooming variety. Deep, rich claret purple. Plant a border of these—they are almost constantly in bloom.

**Ed Michel.** A large handsome flower of a pure rich purple color.

**Fairy.** White, delicately bordered and suffused soft blue; very good.

**Florentina.** Creamy white, faintly tinged lavender.

**Golden Fleece.** Light yellow; strikingly attractive flowers growing about 18 to 20 inches high.

**Iris King.** Falls rich garnet, standard golden yellow, very fine.

**Isoline.** Standards lilac-pink shot with bronze. Falls purplish old rose with golden throat and yellow beard. One of the most beautiful of the family. Height three feet.

**Jeanne D'Arc.** The ground color of this remarkable Iris is pure white, both in falls and standards; petals are lightly penciled light blue. A free bloomer and equal to an orchid in beauty.

**Kharput.** A very early flowering variety, falls rich violet, standards somewhat lighter.

**Loute.** Height medium. Flowers borne on sturdy stems; very large as to size. Standards pale lilac, falls deep blue.

**Mme. Boullet.** A striking combination of buff, yellow, brown and mauve.

**Madame Chereau.** White with beautifully frilled wide border of clear blue.

**Madame Guerville.** Pale violet heavily dotted and veined giving an effect of pale blue.

**Mrs. Reuthe.** Standards white, shaded and veined blue.

**Mesopotamica.** A wonderful and comparatively new variety. Standards clear lavender. Falls violet purple. Height five feet.

**Monsignor.** A tall growing variety bearing immense blossoms in profusion. Standards are a bluish lavender while the falls are violet with white pencilings at the throat. Blooms for a long time.

**Nuée D'Orange.** A strikingly beautiful variety. Standards are a peculiar shade of grayish lavender. Falls bronze and purple. Blossoms of extra size. Very fine.

**Oriflamme.** Gigantic flowers on stout branching stem. Standards lovely bright blue, falls deep purple.

**Parisiana.** A distinct advance, by way of color, in these new Irises. The standards are mottled lavender-pink. Falls creamy white, with a suffusion of pink.

**Perfection.** Very handsome large flowers. Standards light blue, falls velvety violet-black.

**Plumeri.** Standards coppery rose. Falls velvety claret; tall growing.

**Princess Victoria Louise.** Falls deep purplish-rose; standards yellow; grows 30 inches high; especially attractive in the garden.

**Prosper Laugier.** An Iris that is different. The flowers of this variety are unique and different from those of any other variety. The standards are a light bronzy red, while the falls are a rich velvety maroon with orange beard, which enlivens the color.

**Sherwin Wright.** Rather dwarf in habit, but a beautiful rich yellow.

**Wallhalla.** Standards lavender-blue; falls violet-purple, lighter toward the edge. Grows 2 feet high.

**Zephyr.** Color lavender blue, blossoms of medium size only. What they lack in size, however, is more than made up by their profusion of bloom.

#### PRICES:

Strong root divisions: 15c each, \$1.50 per dozen, \$10.00 per 100. Large Clumps: 35c each, \$3.50 per dozen.

#### WATER IRIS

##### (*Iris Pseudo-Acoris*)

Tall deep green leaves, and 5 foot flower stalks, bearing deep yellow flowers. Grows well in pools or in damp, shady places.

Price 50c each

#### IRIS STYLOSA

These are, perhaps, the most useful of the Iris family for general garden use. They thrive in any location and do particularly well around pools, where their long, grassy evergreen foliage is extremely attractive. Blooming as they do for so long a time in the fall and winter months, makes them doubly valuable.

**Iris Stylosa Blue.** Lilac-blue, violet scented; very fine.

**Iris Stylosa Alba.** Identical with the preceding, except in color, which is pure white.

Price 20c each, \$2.00 per dozen

**IRIS OF JAPAN**

**(Japanese Iris—Iris Kaempfer)**

A marvelously beautiful class of Irises.

The color combinations are unsurpassed even by the Orchid, and it would be difficult to describe them except to say that all shades of purple, lavender, mauve, pink, yellow and white are included. Flowers are very large, often eight to ten inches in diameter, and are borne on stems reaching two to three feet above the ground.

Our collection is made up of some splendid varieties which have been tested and found to be very satisfactory for our climate.

**Mixed Colors only—Price 35c each; \$3.50 per dozen.**

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**TWO INDISPENSABLE BOOKS  
FOR GROWERS OF BULBS**

By F. F. ROCKWELL

**THE BOOK OF BULBS**

A comprehensive book on a subject upon which very little has been written. It is valuable to both the beginner and amateur as well as to the expert commercial grower. For the person who grows plants for pleasure it is the last word on bulbs and their culture in the garden.

Price \$3.00.

**GLADIOLUS**

This is a compact and handy book for the grower of gladiolus, both for cut flowers, and especially for pleasing effects in the planting scheme of the home place. The suggestions on how and where to use "glads" and types and varieties will be helpful in making out orders.

Price \$1.00.

# Flowerland Pansies



THIS strain of pansies is so far superior to other types that there is no comparison. They excel in size, formation, substance and in their rich and varied colorings. They are vigorous growing, and flowers are produced on sturdy stems. A bed of these is indeed a gorgeous sight.

These are transplanted field grown plants, packed in flat boxes of 50 and 100, or in baskets of one dozen.

Price 50c per dozen, \$3.50 per 100.